

**ABSTRACT OF THE DISCLOSURE**

In a head-up display device, when a preceding vehicle exists between a pre-movement information conveyor and a vehicle, the pre-movement information conveyor is moved to another position at which the pre-movement information conveyor is displayed as a recognizable post-movement information conveyor. Thus, the pre-movement information conveyor is removed from a state in which the pre-movement information conveyor is hidden behind the preceding vehicle, hence, becoming invisible. As a result, the incompatibility sense felt by the driver of the vehicle can be reduced and the information conveyor will be less overlooked.

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